

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, JANUARY 8, 1890.

No. 13.

How to increase business with profit—that's the problem.

Live business men the world over are trying to solve it.

Every business man is therefore interested in any method which promises this result.

Methods are almost as plenty as men—which are worth trying, that's the important question. Among the best methods is Newspaper Advertising, but like many another thing it makes all the difference in the world how you do it. A given sum invested in Newspaper Advertising may yield a handsome profit; or it may be entirely lost; how it's done decides which.

There is a right and a wrong way. To know the right way is to open the door to success.

The use of the right matter, rightly displayed, in the right newspaper, is of greater importance to an advertiser than is the cost of the paper.

To prepare the best matter, to display it to best advantage, and to select the best newspapers for each particular purpose requires knowledge that comes only with careful study and long experience.

With many years of experience, during which we have made careful study of the "whys" of Newspaper Advertising, and with the facilities afforded by handling over a million dollars of Newspaper Advertising in a year, we can be of service to such advertisers as desire thorough, careful, honest work.

Correspondence solicited.

N. W. AYER & SON,

Newspaper Advertising Agents,

Philadelphia.

15000 Money Replies To An Advertisement  
IN THE PHILADELPHIA

# THE LADIES' HOME JOURNAL

\* \* \* \* \* We have closed an order for Northup, Braslin & Goodwin Co., of Minneapolis (Seedsman) and when including the LADIES' HOME JOURNAL for an order for 90 lines for the February issue, a gentleman who keeps close records of replies, told the writer that their advertisement in your paper (THE LADIES' HOME JOURNAL) last February, (1889,) brought 15,000 inquiries, every one of them containing 6 cts. in money or stamps. The writer has had considerable experience, and believes that this is the most phenomenal record he ever heard of, and was shown figures to prove this assertion. We thought you would be pleased to know it. We do not understand that this information is for the public: but felt that you would be gratified to find what the experience of advertisers in the Northwest really was. Yours very truly,

St. Paul, J. L. STACK & Co.,  
Nov. 30, 1889. Advertising Agents.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, JANUARY 8, 1890.

No. 13.

## "BARGAINS" IN ADVERTISEMENTS.

An advertisement should be a public announcement of a fact. A misleading advertisement never paid in the long run, and seldom in the short run. Customers are not fools in any community. When told by a flaming advertisement that dollar goods are to be sold for a quarter, they begin a mental calculation, and will, ten chances to one, figure it out that the advertiser lied twice as much as he really did.

If the advertisement depart from the truth at all, let it be in under-estimating the true value of the goods advertised; indeed, it is good policy to occasionally misrepresent in this direction, creating, as it generally does, a healthy surprise on the part of the purchaser, resulting in increased confidence, and setting in circulation a sort of mouth-to-mouth advertisement, which, when influenced in the right direction, is one of the things to be encouraged.

Avoid the everlasting typographical harangue about bargains. The public is thoroughly tired of reading about that which doesn't often exist, and is seldom recognized when it does. Nobody has the slightest confidence in a bargain store,—the name itself is a libel on truthfulness.

The old phrase of "less than cost" has helped to cost many a man his reputation and business. No sensible merchant does business on that basis, and printed claims that he does so are transparent lies, pure and simple; and the public, be it ever so ignorant, scents a printed lie, the more so when it is surrounded by a nest of misleading, extravagant statements.

Business is done to make money; everybody knows it; and it is useless to attempt to deny principles of trade where there is not a glimmer of a chance of its being believed. A truthful advertisement is worth a value in

any market; a falsifying one is a business boomerang, bringing loss at the rebound.—*About Advertising*, by N. C. Fowler.

## JOHN HOOPER.

Several newspapers in their notices of the death of John Hooper stated that he was the first advertising agent in this country. Mr. S. M. Pettengill, himself a pioneer in the business, sends the following communication with a view of correcting what he considers a false impression:

Messrs. Geo. P. Rowell & Co.:

GENTLEMEN—Mr. John Hooper, whose obituary notice appears in *PRINTERS' INK* of January 1st, I was well acquainted with and highly respected for honesty and his many manly virtues. I take issue with the statement made in some quarters, that he "founded the first advertising agency in the country."

"*Appleton's American Cyclopaedia*," vol. I., p. 139, states what I believe to be the fact, that "the first advertising agency in America was established in 1838 by Mr. Orlando Bourne, and was followed in 1840 by the founding of similar agencies in Philadelphia, New York and Boston by Mr. V. B. Palmer."

I was employed by Mr. Palmer in his Boston agency during the year 1848, and in 1849 established an advertising agency on my own account in Boston. In 1852 I came to New York and established a branch which afterwards became my main office at 116 Nassau street and two years later at 110 Nassau street. At that time Mr. John Hooper, and for several years later, acted as agent for several city newspapers, principally the *Tribune*. He had a box in Dutch street where he received orders but rented no office, his orders were mostly carried in his hat, and he went to the different offices and obtained bills and receipts made out in his customers name and collected them and paid his bills monthly to the different newspapers less his commission. The orders that he contracted for in newspapers out of the city were sent through our firm, S. M. Pettengill & Co, for which he paid in like manner. When the *Times* building was erected he rented an office in it and continued until he sold out to Geo. P. Rowell & Co., in 1890. Although Mr. Hooper was not the first advertising agent in America, he was one of the first—he was a careful, prudent, economical and faithful agent and an honest man.

S. M. PETTENGILL.

New York, Dec. 24, 1889.

## ARKANSAS EDITORS.

THE ARKANSAS PRESS,  
LITTLE ROCK, Ark., Dec. 9, 1889. }  
Editor PRINTERS' INK, New York City:

I hand you newspaper extracts from Arkansas papers: No. 1 from the *Informer*, Salem, Ark., and No. 2 from the *Monticellonian*, Monticello, Ark.

Make what use of them you desire.

Yours very truly, GEO. R. BROWN.

No. 1.

"Jesse, I was never smuggled into jail for false swearing."—One of the Jurors.

If Juror means to insinuate that we were sent to jail for false swearing, he is an unmitigated liar and slanderer of the filthiest type. A charge may be brought against any man through maliciousness or hatred, but it must be proven by conviction, to establish guilt. It was by the FALSE swearing of jurors of your ilk that we were indicted. And when re-submitted to another grand jury, who dismissed the charge, were it likely they would have done so, in the face of a dozen former juror's statements to the effect that we had sworn to "buying whiskey on Sunday from Castleberry's Saloon, before their body," when the evidence given before that body to which our name was signed, contained no such sentence. \* \* \* We were never in said Saloon on any Sunday, and never in our life bought one single drop of whiskey on Sunday from Wm. Castlebury, and all the men under the face of God's Heaven could not make us acknowledge that we ever stated that we did. In short, the whiskey in question was obtained in this way: We gave a pint bottle and one dollar to Abe Hughes, who was no clerk or in any ways connected at any place where whiskey was sold, and he went off and did not return to where I was. In half an hour I went to Mrs. Rowan's, and on the wash stand set the bottle filled with whiskey, with soc. by the side of it, which, after taking a drink, I placed in my pocket and passed out. Hereafter, the party and organ that gives publicity to such slanders concerning us, we will deal with as they deserve.

No. 2.

## THE EDITOR.

The typical country editor is quite a character. He is both a fool and a smart man. He is a fool for being an editor, and being one is smart to keep out of the poorhouse. It is interesting to follow him through his meanderings for a week only. You will find him smoking ten-cent cigars with some nabob in the morning, planning some gigantic scheme for deep-water navigation, building a railroad—so far as "chin-music" is concerned—along with men of means; and when evening drives him home, you will find him hustling around for dear life, picking up fire-wood enough to keep from freezing. He then eats a cold potato for supper, that he has raised himself, or perhaps one some subscriber has brought in, which was slightly frost-bitten, and was thought dangerous for cow-feed. He then takes a seat, fills his clay pipe with mean plug tobacco, and begins to think. He crosses his legs, looks at his run-down shoes, glances at his bare-footed boys, and takes up his pencil to write about the glorious land we live in—a land flowing with milk and honey. He writes until eleven o'clock, getting up copy, and then he crawls off to bed, leaving

his poor wife to sit up a half-hour longer, to put an additional patch on his last pair of breeches—not on the knees, as the editor is seldom over pious—and at break of day he bounces out of bed, eats what was left over from the day before, and rushes off to the office to catch up with the type-setting, on which he fell behind the day before, while smoking the "ten-center" and talking to big men. The country editor is a rare specimen of the genus homo. He is a dissembler, he talks more than he can do, he looks wiser than he knows, and his equal, for living one thing and appearing another, can only be found in a tramp printer, who, nine times out of ten, is a country editor, reformed, or a man just verging on insanity, and will soon turn out a country editor.

PRINTERS' INK  
gets there  
with



OFFICE OF THE HOUSTON POST,  
HOUSTON, TEX., Dec. 16, 1889. }

Publishers of PRINTERS' INK:

\* \* \* I would like to place about twenty-five copies of your excellent paper in Houston.  
\* \* \* I think that PRINTERS' INK is an invaluable aid to newspapers in educating advertisers. \* \* \* J. L. WATSON, Manager.

THE REPUBLICAN,  
HUDSON, N. Y., Dec. 20, 1889. }

Geo. P. Rowell & Co.:

\* \* \* PRINTERS' INK is filling a long-felt want, and it seems to us that it is going to be a valuable factor in generally popularizing newspaper advertising. Very respectfully,  
WM. BRYAN & SON.

WITNESS OFFICE, MONTREAL, P. Q.

Your PRINTERS' INK is most valuable to the advertiser and publisher. GEO. H. FLINT.

INDEPENDENT DEMOCRAT,  
PETOSKEY, MICH., Nov. 8, 1889. }

I believe that your PRINTERS' INK is a great help to the newspapers.

CHAS. S. HAMPTON,  
Editor and Proprietor.

CHICAGO, ILL., Oct. 26, 1889.

PRINTERS' INK is, by all odds, the most eagerly looked for among the hundred odd exchanges we receive. I read it before I open the letters in same mail by which it arrives.

W. D. SNOWALTER, Editor *Ink Bottle*.

## THE COUNTRY NEWSPAPER.

There is a place and an opportunity not to be despised for the country newspaper worker, and with this, as with every large opportunity, a serious obligation to careful, thorough, honest work. It is not too much to say there is no better field for an intelligent, well-equipped man of large sympathies and vigorous personality than the editorial chair of a country newspaper, nor is there a position which places upon a man greater duties to the community in which he lives. The editors of the great metropolitan newspapers rest on the heights of impersonal journalism, flinging their thunderbolts with a freedom born of almost entire personal irresponsibility; and while the thunderbolts are in great part shattered on the rocks below, the country editor walks with the multitude in the valley, gives the weight of his personality to the impersonal words of his paper, which come to the people like the warm handclasp of a friend, measures his words in accordance with the peculiarities of his constituents and influences the thought and feeling of hundreds where the thunderbolt of the unapproachable Jove strikes one. It was a successful country editor in a thriving Massachusetts town who once sagely remarked that, if he were a candidate for office, and must take his choice between the combined support of the metropolitan dailies and that of the country press, he would choose the latter, and accept with equanimity the hostility of his city brethren. Every country editor knows that he was right. The great dailies, so-called, are received in the abstract as vendors of the world's news. Their resources in this direction are great and cannot in the nature of things be rivaled by those at the command of country papers of limited circulation. But the country paper comes closer to the hearts of the people at large, it is more thoroughly read, and it has an influence the greater because it is one of the subtle, unrealized, every-day forces of life. It is held rigidly to account for the honesty and fairness of its utterances. It cannot palm off upon its readers what are known in the slang of the newspaper fraternity as "fakes;" it must be reliable first of all. Neither can it violate moral decency to any marked extent and prosper, as can its neighbors in the great cities. In most communities, in

New England, at least, its constituency is largely found in the churches, and will not tolerate vulgarity. The country newspaper stands to dwellers outside the large cities in the place of a friend and regular home visitor, and it is essential above all things that it maintain the good character and good breeding that are required of other friends, if it would keep warm its welcome in the home circle.—*Edwin A. Start, in New England Magazine.*

## THE OBSCURE IN ADVERTISING.

## JUST FOR FUN.

## THE BABY IN WOOLEN ARMOR.

Spunk! spunk! that chabby grub,  
Who ad in famulid domet,  
Warm in thy Jaeger vest,  
Comest to cheer us!—  
Thou from that baby song,  
Wot from the milk-maid's hum,  
Bustling as studies a pug,  
Comest a soft-cuddling.

"I am a baby's smit,  
And tho' I cannot crawl,  
Yet, when I try to howl,  
Thou'ltst excuse me!  
When in the air I'm  
Bustling round in the wee,  
Thou'ltst excuse me, too, but  
Mammy wot't hold me!"

"When dawning I bolted  
To the mid-creaking night  
Of woollen wear and light  
Well known as Jaeger!  
When drouth I got outside  
Of all can hold me hide,  
And tho' older people chide  
I sleep without dreaming!

"Then paces quick the day,  
And tho' momentous dost array  
I roll, and kick, and stare,  
Thou'ltst heard saying!  
And tho' I rough and mossy  
Thou'ltst away me against  
I don't wane cold with come,  
For I wear Jaeger!"

A. E. DONALDSON.

The above is reproduced as an example of the obscure method in advertising. It has been said of a man who winked at a pretty girl from behind a pair of goggles, that although he knew what he was doing nobody else did. Paying for the insertion of the above advertisement in a newspaper is not exactly the same as winking in the dark, for some people will discover the reference to the Jaeger sanitary underwear, but to the casual observer the poem will appear obscure, if not meaningless. No advertising agency would venture to recommend this sort of advertising.

## THE \$1,000 PRIZE ADVERTISEMENT.

About a year ago, the *Chicago News* offered to pay \$1,500, in three prizes,

to the persons who would prepare the best advertisement of the *News* from data given.

Eight hundred persons competed, and to Mr. J. A. Richards, a young

### Good

It's a happy Morning,  
sheery voice  
that speaks. If you have  
good bread and milk for  
breakfast your copy of the  
*Chicago Daily News* will make it all the more enjoyable. If the milk is spilled, why cry over it? Take the *News* and read to your wife about some one else's good fortune and be happy. The *News* is always sunny; sunshine saves the doctor's bills. A penny is cheap for a dose of medicine. Some medicine leaves a bad taste in your mouth; the *News* doesn't.

Yes, everybody—from the little tad, scarce able to spell out the letters N-E-W-S, to his old grandfather, who could spell no better than the boy without his specs. Everybody and everybody's mother, too. The *News* believes in mothers and tries to please them. Yes, everybody—merchant, mechanic, and farmer—all find features in which they are especially interested, specially treated in the *CHICAGO DAILY NEWS*.

### My

Some people use this phrase to express astonishment. Other people will be greatly astonished when it is revealed to them that a newspaper claims to possess such a thing as a conscience at all, and especially when it is found to be alive. The *CHICAGO DAILY NEWS* makes both claims boldly.

The fact is the *News* is against the saloon, and for the reason that it stands for the home.

The saloon is the greatest danger that threatens the body politic to-day, and already it lifts its voice in the caucus and primary as a privileged creature. The *CHICAGO DAILY NEWS* finds no ground for compromise with such a creature in such an attitude. But, mind you, it is not a prohibition organ, it is not even sure that it believes in prohibition, but of one thing it is sure, and that is that it is pledged to the protection of the American home against the world. Temperance and prohibition items always find a place in the columns of the *News*, and men of conscience along this line can secure all the news in this, as well as in all other departments, for one cent a copy.

### Only

What a gay One  
time some of us  
would have if we could feed our stomachs at so little expense as our brains. We can have the feast with a telephone wire around it for our intellectual breakfast every morning at a cost of one cent, invested in a copy of the *CHICAGO DAILY NEWS*.

Talk about the "Arabian Nights!" Why, there are 302 geni (employees of the *DAILY NEWS*) at our service every day and all day for the cent we pay the newsboy for the evening editions of the *News*.

Indeed it does seem like a fairy tale to think that what costs \$200,000 per year is laid upon our breakfast and tea-tables for one cent a copy—the best of everything, too. There is, in fact, nothing like it in all newspaperdom.

### Life

This is the age is too

of dynamos, dynamite and death. Men gear their little machines to an electric motor, spin around for a few years, accomplish deeds that ought to take a century, go to pieces as if by explosion, and die. "Too busy to read the newspapers," is the common expression. But the *CHICAGO DAILY NEWS* was just built for such people. The editors have so arranged the paper that the reader can get at a half-dozen facts between two bites of his breakfast-roll. It might not be so, true enough. Men would live longer if they hurried and worried less. But how are you going to stop it? Might just as well attempt to arrest a spinning fly-wheel. The only thing to be done is just what the *DAILY NEWS* is doing, and that is to help these busy mortals get their information with as little friction as possible. The *News* saves friction, and money too, for you get all the news for one cent.

### Short.

### What's the

"Extra-a! Full Use of  
count the railroad  
accident! Terrible loss of life!"  
Thus the newsboy. "What's the use  
of lying, you young rat?" says Mr.  
Worldly-wise man, with a you-can't-fool-me twinkle of his eye. Who taught the newsboy to lie? The newspaper.

What a lying machine the ordinary newspaper is, anyhow. The *CHICAGO DAILY NEWS* has found it worth while to gain the confidence of its readers, and then to hold it. This was not done by lying. Independent in politics, it is still clear in editorial conviction and courageous in editorial expression. Its news columns strive to be at all times fair to every one.

The *CHICAGO DAILY NEWS* finds that it costs a great deal to get at the truth—fully nine hundred thousand dollars a year. But truth, political, social, moral, and physical, ought to be as nearly free as possible, and the proprietor is therefore resolved to dispense it to the readers of the *News* at a cent a copy. Furthermore, believing that it is difficult to get too much of such a good thing, the *News* is issued seven times a day.

### First, Last,

Men want and all  
everlastingly to know "what's going on," and the *CHICAGO DAILY NEWS* is just as everlastingly selling them. And it never runs out of material, either.

What tons of news we gather about the world of finance, of commerce, of society, and of politics.

And what tales of selfishness we have to tell in the shape of news, because men want to know who is pulling himself up the political, or the commercial, or the social ladder, while perchance he is pulling somebody else down. As to the devil, we would fail in our duty to the age if we failed to record his progress. But the one thing we do try to do, however, is to show him up as the devil at all times, leaving out all the satanic details possible, keeping constantly in mind that children read the *DAILY NEWS*.

We wish the types could glow as our thoughts do sometimes as we discover and record news of the progress of right and truth. This is the inspiration of journalism. Yes, the *CHICAGO DAILY NEWS* is first, last, and all the time a newspaper, and that, too, for a cent a copy.

### the Time.

man in the employ of J. H. Bates's Advertising Agency, in New York, was awarded the first prize of one thousand dollars. Richards, it would appear, prepared not one alone, but six advertisements. All of them are reproduced opposite.

Any one who carefully examines these advertisements will be impressed with the idea that they are not so very wonderful after all: and from this fact advertisers may learn a lesson. A first-rate advertisement is only seen three or four times in a year. A really good advertisement is as much the result of good luck as of good sense. The man who has made his advertisement fairly good has done very well.

The best advertisements are not made by hired talent, but are evolved from the brain of the man who is to pay for their insertion in the newspapers.

When Mr. Victor F. Lawson caused to be prepared in his own office the announcement of his willingness to pay these handsome prizes, he produced an advertisement which was better, and worth more to the *News*, than any one which could be selected from the product of all of the eight hundred brains which he set at work.

By the way, will any one of the eight hundred ever forget the Chicago *News*?

Lawson got his money's worth; but not out of Richards.

## \$1,500 IN CASH PRIZES

### FOR THREE BEST ADVERTISEMENTS.

THE CHICAGO DAILY NEWS has reduced its price from two cents to **ONE CENT** per copy. For a year past its sales have been over 'a million a week,' and it believes it now sees the way to safely lead in placing an ideal American daily paper upon the basis of the lowest unit of American coinage—**ONE CENT**.

To successfully accomplish this end two things are essential.

First—To meet as good a newspaper as the best, if not a little better; second—to let every man, woman and child in the Northwest see it's being done, and done at one cent a day. The *DAILY NEWS* believes that it is competent to take care of the first named condition, and knows of no better way of meeting the second than by general newspaper advertising. To do the latter most effectively it here solicits the cooperation of all who believe themselves competent to write an effective newspaper advertisement. To induce the best effort in its service in this matter The *Daily News* will reward the writers of the three best advertisements, submitted, with three cash prizes, aggregating **FIFTY THOUSAND DOLLARS**, divided as follows:

<b>FIRST CASH PRIZE</b> —For best advertisement,	\$1,000.00
<b>SECOND CASH PRIZE</b> —For second best advertisement,	500.00
<b>THIRD CASH PRIZE</b> —For third best advertisement,	500.00
<b>Total,</b>	<b>\$1,000.00</b>

The advertisement may be a single announcement, or a series of announcements not exceeding six in number. The space required must not exceed that occupied by this advertisement—8 inches deep, 6½ inches wide.

For the general guidance of all who enter the competition, the following ten points are briefly stated as being those which The *DAILY NEWS* will require to be most prominently brought out. The advertisement must emphasize:

- 1.—That The *DAILY NEWS* is first, last and all the time, a news paper. Because that should be the first and controlling consideration in the production of an American daily paper, and it isn't always so. It costs money, enterprise and hard work in untold numbers to make a genuine news paper. It is a member of the Associated Press, of which the other Chicago morning members are the *Tribune*, *Times* and *Inter Ocean*. Its facilities for news gathering are equal to the best.
- 2.—That The *DAILY NEWS* is a daily paper for every people. Because this is a country of free people, and the North-west is the freest part of it. Most people have not the time or patience to read a "black-and-white sheet," they absolutely haven't any use for it. Newspaper reading, after all, is but an incident of life, not its chief business. Therefore The *DAILY NEWS* is a short-and-to-the-point paper.
- 3.—That The *DAILY NEWS* is an independent, truth-telling newspaper. Because the American people are intelligent enough to prefer honest, impartial journalism to the misleading, truth-discoloring dishonesty of the regulated political "organ." It is everybody's paper, and wants to know the truth in political matters; the most violent partisans don't want misstatement for a daily dose. And as for editorial expressions even the most unscrupulous politician will rarely take lasting offense at an adverse opinion, so long as he is confident of the soundness of his own position. It's not the mere fact of disagreement that makes trouble, it's the suspicion of insincerity. *Give them your very straight and clear. It's because The *DAILY NEWS* has won its way to the confidence of its readers of every political faith that it has a circulation of over "a million a week."*
- 4.—That The *DAILY NEWS* is a family paper. Because this is the age of the newspaper—a time when everybody needs it, and it is all-important that the newspaper should be made with direct reference to the needs of all the members of the family. Women and their interests were occupied so large a share of the world's thought as to deny a family paper the most useful, the most influential and the most profitable. A daily paper must also be constantly watched, for children read it. The *DAILY NEWS* is for the home, and therefore it follows.
- 5.—That The *DAILY NEWS* is against the liquor interest. Because "the liquor interest" straggles in numerous directions in American politics, and The *DAILY NEWS* believes that it is not for the country's good that any one should ride all the dry bones rotten. It is a new issue which stands as the representative of all that is most in American common sense. The liquor interest is not the origin of prohibition. It is not even that prohibition is the best thing.

- 6.—That The *DAILY NEWS* is a better paper. Because it believes in the practical wisdom of being good natured; of being generally understood rather than obstinately dissatisfied. The chronic "infidel" is a nuisance, and The *DAILY NEWS* will have the least possible of him. The world is better than that and to be, and in getting better every day. It's a good plan to live in—let's make the best of it.
- 7.—That The *DAILY NEWS* costs a great deal of money to make. Because there is sometimes no way of demonstrating the value of a thing, except to some people, or conclusively to by showing, even at a price, it costs to make it. There are 300 people on the regular weekly list of The *DAILY NEWS*, and their advertising range from 1¢ to \$1000 a week, aggregating \$100,000 a year. The white paper costs another \$100,000 a year. The aggregate expenditures of The *DAILY NEWS* for all its work vary but a shade either way from \$100,000. And yet—
- 8.—That The *DAILY NEWS* now costs the reader only **ONE CENT A DAY**. Because this is the most wonderful thing in modern journalism, and deserves telling of and over. [There is little danger of making too much of this point.]
- 9.—That The *DAILY NEWS* is now literally every body's paper. Because broadsheet newspapers daily papers have been too expensive, both in price and in time required to read them, to make it profitable for the farmer or the mechanic to read them. The farmer particularly should take a daily paper now and then. It costs him the time to read it, but it is so common sense that he can also afford the time to read it. He'll save his yearly cost over and over again by knowing the market prices every day, instead of weekly or bi-weekly.
- 10.—That The *DAILY NEWS* now inaugurates a newspaper revolution. Because such a combination of values has never been offered to the reader, absolutely without parallel among American newspapers, and is so much to meet the dry bones rotten. The result of this revolution is that every English reading person living within newspaper distance of Chicago now now afford, both as to price and time, to have his city daily.

Other points will suggest themselves to the regular reader of the paper itself, and may be introduced according to the judgment of the advertisement writer. Outline illustrations and poetry may be introduced if desired, but they are not necessarily essential to success in this competition. The prize will be awarded to the three most successful advertisements, the publisher of The *DAILY NEWS* being the sole judge of the relative merits of the entries. All advertisements must be received before September 15th next, and the awards will be made at the earliest date practicable thereafter. Issuing competitors must apply for the paper's general prospectus, and advertisements must be furnished under the conditions therein stated in detail.

(Foot Note)

VICTOR F. LAWSON, Publisher The *Daily News*, Chicago.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 Cents a line: \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price.

NEW YORK, JANUARY 8, 1890.

WHEN the name of a man, or an article, becomes so well known as to be recognized as a synonym of the business, then advertising has accomplished its perfect work. Huyler means confectionery; Tiffany, suggests diamonds, and Delmonico, a good dinner.

In this connection note the following paragraph:

Miss Prim—Oh! it was awful. I didn't mind their stealing the silver and my jewelry, but when one of those burglars entered my room and took a flashlight photograph of me in my—my—my curl papers, with a Kodak, I nearly died with mortification. — *Munsey's Weekly*.

Here the professional writer of humorous paragraphs constructs a joke relating to the recently developed craze for amateur photography, and in order to give an appearance of reality to his item and convey the impression that he knows whereof he writes, he uses the word "Kodak," because that word has through advertising, become identified with photography. Thus the manufacturers of this instrument reap the benefit of free advertising. People read this item and are lead to inquire "what is a 'Kodak'?"

Flashlight pictures cannot be taken with a "Kodak;" but that fact did not deter the paragrapher from making use of the word which has become the synonym of camera.

A NEW YORK manufacturer who, probably, believes in calling a spade a spade, has named his place of business: Hell Gate Brewery!

THE degree of esteem in which a well-established advertising agency is held by a newspaper publisher is generally found to be in ratio to the importance of the paper over which the publisher presides. The good papers find the agencies a help, but they are a damage to second-rate journals.

A GOOD advertisement inserted once is worth many consecutive issues of one which is blind, poor, illegible or likely to escape being seen by a reader of the paper.

To every one of the fifty thousand advertisers named in the eighth volume of the Chicago Commercial Union Reference Book—just published—a sample copy of PRINTERS' INK will be mailed, of the issue of January 1st, 8th or 15th. Every person who receives a sample copy of PRINTERS' INK is cordially invited to fill up the subscription blank which will be found folded within, and return it to Geo. P. Rowell & Co., No. 10 Spruce St., New York, accompanied by a two dollar greenback; and in that way secure the weekly visits of this small but superlatively excellent publication for the period of an entire year. Advertisements 25 cents a line; \$50 a page. Special Notices 25 cents a line. Four lines inserted one year for \$52—and it's dirt cheap, too!

"A. B. C."—Advertisers from time to time use the letters A. B. C. as a kind of trade-mark. Nothing is simpler than A. B. C. but when selecting a trade-mark it is desirable to make choice of something which can be protected. Surely A. B. C. are public property. Better choose something not quite so easy.

MR. WILLIAM P. WARD, President of the Lyon Manufacturing Co., No. 59 Fifth Avenue, New York, is sole agent for the world for the sale of the Merritt Typewriter—sold for fifteen dollars. Mr. Ward has invested several thousand dollars in advertising, for the purpose of introducing the machine to



public notice. He asserts that the *Century* brings good results: but that the *Chautauquan*, all things considered, is decidedly the most valuable medium for his purpose. The *Chautauquan* is a monthly magazine of the first class; edited by Dr. Theodore L. Flood, and published at Meadville, Pa. It is the accredited organ of the great Chautauquan Literary and Scientific Circle, all of whose members are presumably of a highly educated class, or striving to make themselves such.

Mr. C. S. BUNNELL, who has been connected for seventeen years with Bradley & Co., of Syracuse, N. Y., manufacturers of carriages and agricultural implements, says that he attributes their success in the carriage business (which has been phenomenal) entirely to newspaper advertising and first-class printed matter. In fact, he states that ninety per cent. of the orders they receive are from people they have never seen and who have never been visited by any one representing them, they having no salesmen on the road in the interest of their carriage business.

#### SPECIAL NOTICES.

Advertisements under this head, without any display, inserted at 25c. a line each issue.

**NEW YORK WEEKLY.**—\$1.25 per agate line. Circulation, over 200,000.

**THE REPUBLIC-JOURNAL.** Littleton, N. H. Circulation, 3,571 copies. Largest of any local paper in N. H.  
GEO. C. FORBER, Publisher.

**THE GLEANER.** Henderson, Ky. Circulation of Daily, 700; Weekly, 4,000. Quick returns to advertisers. Send for rates and sample papers.

**BROCKTON ENTERPRISE.** Brockton, Mass. Guaranteed circulation, 5,900 copies per day. Select class of advertisements. Send for specimen copies and rates. Brockton's population, 30,000. Order ads. through agents.

**THE UTICA DAILY PRESS** is more generally read than any other paper in Central New York, and for this reason is the best advertising medium to reach the prosperous people of that vicinity. For facts and figures, address **UTICA PRESS, UTICA, N. Y.**

**FOR SALE.**—An 8-year old Republican weekly in a town of 1,000. Good jobbing outfit. Official paper of the county. In Central South Dakota. Will invoice \$2.50 for plantations. A bargain price. Address, quick, O. M. A. Sioux City Newspaper Union, Sioux City, Iowa.

**JUDGE.** NEW YORK CITY. Weekly. Illustrated. Everybody knows about it. All large advertisers use it. A trial will convince any one of its merits.

**GOLDEN DAYS.** Philadelphia, Pa. A weekly paper for young people. Strictly first-class and a first-class advertising medium, costing less than one cent a line for each thousand of actual circulation. For particulars address GEO. P. ROWELL & Co., 10 Spruce St., New York.

**WITH DICK'S MAILER,** in 10 hours, each of six Experts, unaided, fits for the mail-bags, 20,000 *Inter-Oceans*; \$3 a second have been stamped. Undying list "Rights" are one cent for every address in weekly average; a mailer, \$10.25. No agents. Get your send off by writing to inventor. Rev. ROBT. DICK, Buffalo, N. Y.

**THE NEW YORK PRESS;** Daily, Weekly and Sunday: **THE PRESS** was first published December 1, 1887. Circulation February 1, 1888, 25,850. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 75,480. Circulation October 1, 80,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS**.

**THERE** is this to say for Geo. P. Rowell & Co.: they have been transacting business in New York for more than a quarter of a century, and their reputation for honorable dealing stands as high as that of any house in any branch of business. Their word is their bond, and a check for the full amount is issued by them the moment a bill is found correct.—*New York Home Journal*, Jan. 1, 1890.

**THE LITTLE GIANT,** an 8-page, highly illustrated, family story and miscellaneous paper, published 15th of each month at St. Louis, Mo. Makes a specialty of covering the western, northwestern, southwestern and central sections, and offers a rich field for advertisers. Has a large and growing patronage among shrewd, wide-awake advertisers, who know a good thing when they see it. Sample copies and rates furnished. Advertising received through all responsible ad. agencies. H. M. BROCKSTEDT, St. Louis, Mo.

**ALABAMA.**—For \$8.54 we will insert a one-inch advertisement, one month, in a list of Alabama newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**ARKANSAS.**—For \$9.50 we will insert a one-inch advertisement, one month, in a small list of Arkansas newspapers, consisting of 2 Dailies and 4 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**COLORADO.**—For \$9.50 we will insert a one-inch advertisement, one month, in a list of Colorado newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**CONNECTICUT.**—For \$33.50 we will insert a one-inch advertisement, one month, in an excellent list of Connecticut newspapers, consisting of 6 dailies and 16 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

**DELAWARE.**—For \$8.10 we will insert a one-inch advertisement, one month, in a good list of Delaware newspapers, consisting of 1 Daily and 6 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

**FLORIDA.**—For \$7.00 we will insert a one-inch advertisement, one month, in a list of Florida newspapers, consisting of 2 Dailies and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. F. ROWELL & CO., 10 Spruce St., New York.

**A GOOD THING.**—A popular Democratic Newspaper, in the healthiest part of Tennessee, for sale; doing a business that pays 50 per cent. annually on the amount invested, over and above running expenses. Has a good subscription list, entirely cash, with a good advertising and job-work patronage. Paper a 5-column quarto; new power-press; 8x12 jobber; paper-cutter, and all necessary material and type. In a town of 1,000 inhabitants, with railroad, telegraph and telephone facilities. Business of the country looking up and new enterprises going into operation. Satisfactory reasons given for wanting to sell. \$1,000 cash will get it. Address "Strictly Business," care A. N. KELLOGG, Newspaper Co., Cincinnati, Ohio.

**TO** every one of the fifty thousand advertisers named in the eighth volume of the Chicago Commercial Union Reference Book—just published—a sample copy of **PRINTERS' INK** will be mailed, of the issue of January 1st, 8th or 15th. Every person who receives a sample copy of **PRINTERS' INK** is cordially invited to fill up the subscription blank which will be found folded within, and return it to Geo. F. Rowell & Co., No. 10 Spruce St., New York, accompanied by a two dollar green-back; and in that way secure the weekly visits of this small but superlatively excellent publication for the period of an entire year. Advertisements 25 cents a line; \$30.00 a page. Special Notices 25 cents a line. Four lines inserted one year for \$52.00—and it's dirt cheap, too!

**THE LEWISTON JOURNAL** has a larger circulation than any other political paper in the State of Maine. The *Evening Journal* issues three editions daily. The *Weekly Journal* has an actual circulation of more than 15,000 copies, and is the only secular paper in the State to which the American Newspaper Directory gives the "Bull's Eye."

To advertise thoroughly in the City of Lewiston advertisers must use the *Daily Journal*. To advertise most economically over the entire State of Maine every advertiser is obliged to use the *Weekly Journal*.

Complete rates and advertising rates may be found at the office of Geo. F. Rowell & Co., 10 Spruce St., New York, who are the special agents for the *Lewiston Journal*.

**ALLEN'S LISTS**—\$5.00 per agate line for Over One Million Monthly Circulation, 95 per cent. of which reaches rural homes. Can any General Advertiser whose goods are in demand, or who wishes to create a demand from the masses, of the country districts, of the United States, afford to remain unrepresented in these monthlies? These monthly periodicals reach all parts of every State and Territory. In making application for an estimate of the cost of advertising in a choice selection of monthly publications Dr. J. B. Coburn, of Fort Wayne, Ind., writes: "Now get me something that beats Allen's List; it is a dandy." Allen's Lists are so frequently referred to by advertisers as producing large results, that it would seem proper that the attention of the readers of *PRINTERS' INK* should be called to them. Address GEO. F. ROWELL & CO'S Newspaper Advertising Bureau 10 Spruce St., New York.

**THE \$3 LIST.**—Bargains in Advertising in Daily Newspapers in many Principal Cities and Towns. Advertisers may select any 50 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue. A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 23 Weeklies), costs \$60. For three months, \$1.80, less 10 per cent. or \$1.62 net. The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,633,900 copies. Advertisements are forwarded the day the order is received, and prompt insertion is guaranteed. For any selection of less than 50 of the papers approximately low figures will be given. The List will be sent free upon application to GEO. F. ROWELL & CO., Newspaper Advertising Co., 10 Spruce St., New York.

THE value of an advertisement to the advertiser depends largely upon the way his instructions are carried out by the newspaper. If, for instance, a Wash-Tub advertisement is to appear on the universal wash-day, Monday, and it does not come before the public until Friday, when the week's washing is over, the time for "striking while the iron's hot" is past and the effect of the advertisement is lost. Just so an advertisement to reach the Sunday readers of the paper when left to find its way into the columns on Tuesday or some other week day, is of little value to the advertiser paying his money for what he wants but does not get. The "go-as-you-please" system of handling advertising is, to the sad experience of many advertisers, too prevalent.—*Savannah (Ga.) News*.

OF the making of Christmas editions of newspapers and magazines there is no end. The news stands are fairly covered with the large and sometimes beautiful chromos and lithographs that are issued as supplements to these special editions. Foreign publications are more addicted to this sort of thing than American ones. The Christmas editions of the London and Paris illustrated papers have for several years been standard goods for the newsdealers in this country. These foreign editions sell at special prices, generally seventy-five cents or a dollar per copy. Many of them have four or five large colored pictures as supplements, besides an enormous amount of illustrated matter in the regular covers. The American publications usually content themselves with an illuminated cover and one good colored plate, and are sold for the regular price of the periodical. The artistic work on them—the colored artistic work, at any rate—is far superior, as a rule, to that on the foreign publications.—*New York Sun*.

## FEMALE COMPOSITORS.

Were one to visit the printing offices in Chicago, or any other city where female compositors are employed, a pale, worn-out set would be seen. The average time a young woman can endure continuous work at the case is considerably less than five years. Some go over that time, but when they leave the case at five years, headaches, backaches and other aches have played sad havoc with their constitutions, unfitting them for other employment.

The agencies which contribute mainly to this destruction of health are lead poison, heat, confinement and the almost invariably poor ventilation.

Printing offices through the country are generally free from the main objectionable features so abundantly possessed by city offices; and, too, a much smaller proportionate number of female compositors are found in the country offices. The reason of this is the fact that a country printer must be able to do all classes of work—composition, presswork, and frequently editorial writing.

A majority of the girls are between eighteen and twenty-two years of age. Very few are over twenty-five, though fully two-thirds appear much older than the age they give. The number now employed in Chicago, computed after a careful canvass, is between four and five hundred. There are a few employed on the morning papers to distribute type; but the majority will be found in book and periodical printing houses. A large number are also employed in the offices of the various trade journals, where the pay is the lowest and men cannot be found to do the work. Some have adopted the profession out of necessity; others to satisfy a taste for dress, while a few, a very few, have taken up the "stick" solely because they love the work.

The work assigned them is invariably straight composition, the belief prevailing that they lack confidence in themselves and strength to do jobwork.

An old foreman said, regarding women in the profession: "Girls cannot continuously set more than five thousand 'ems' per day, while men will set from seven to eight thousand; not because the girls are not quicker in movement and perception, for they are, but because they cannot stand it—they are not strong enough. It seems to be the back that gives out. Girls

cannot work more than eight hours and keep it up. They know it, and they rarely will. Even this seems to pull them down, so that it is extremely rare that a girl continues more than five years at the business."

The average pay of women engaged in setting type is about \$8 per week, while men make from \$12 to \$14 on piecework, except on the morning papers, where their pay runs from \$18 to \$25.—*Inland Printer*.

## AN ENGRAVED ADVERTISEMENT.

When the advertiser tires of the straight up-and-down appearance of ordinary type he may appeal to the engraver for aid, as has been done in the advertisement here produced.

**FURS**  
 Seal Skin Jackets,  
 Wraps and Cloaks,  
 Shoulder Capes,  
 Pelerines,  
 Muffs, Collars in  
 choice designs  
 at moderate prices.  
 C. G.  
 GUNTHER'S SONS  
 No. 184  
 Fifth Avenue, N.Y.

The letters are in design and pattern such as are not seen in type faces; but they are legible.

It will be observed that the advertisement contains no information concerning prices, for the advertiser desires to cater to a well-to-do class of customers, who would not be attracted by a flaming announcement of "Wonderful Bargains in Fur Goods," etc.

ADVERTISE regularly, until the name and uses of the article, and the name of the firm are household words.—*Louisville (Ky.) Home and Farm.*

HONORABLE advertising agents would be glad to see a uniform rate adopted by the publishers of the country upon an honest circulation.—*Newspaper Union.*

EVERY advertisement in the sixteen thousand newspapers in the United States discloses some phase of human nature or awakens a material interest.—*Inland Printer.*

It is well-known among successful merchants that liberal advertising is indispensable to the economical and successful working of their establishments.—*Price Current.*

THE great point is to put your announcements in such a shape that people will read them for their own intrinsic worth. Most of the community are more or less interested in your wares, but they won't hear of them if you don't take pains to tell them of it in an entertaining manner.—*Art in Advertising.*

It must be acknowledged that the publisher is quite as much to blame as is the advertising agent for the demoralized condition of foreign advertising rates.—*National Journalist.*

THE advertisement which describes the article, its quality and price, is an un-mixed blessing, saving time and bother to the prudent buyer, and protecting the careless one from many blunders and impositions.—*John Manning.*

AN advertisement carefully and economically displayed in a newspaper of established reputation and circulation among the right class of people always pays, providing the article advertised is something the people want.—*Farm, Field and Stockman.*

It may be stated with the force of an axiom that the newspaper which cannot find a profitable return from its investment, from the joint sources of subscriptions and advertisements, is either mismanaged or else lacking in a legitimate field for its operations and ought to cease.—*W. J. Richards.*

---

# The Argonaut

---

Is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the Well-to-do Families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers.

## W. D. WILSON PRINTING INK CO.

(LIMITED)

140 WILLIAM STREET, NEW YORK.

Factory: LONG ISLAND CITY.

MANUFACTURERS OF

## BLACK and COLORED PRINTING INKS.

WE OFFER THE CHOICEST GOODS AT  
PRICES WHICH DEFY COMPETITION.

*Wilson's Inks are the Best in the Market.*

GIVE THEM A TRIAL.

Wood Cut, Job, Book, News and Extra News Inks.  
VARNISHES, BRONZES, Etc.

SPECIMEN BOOKS and PRICE LIST SENT ON APPLICATION.

"Printers' Ink" is Printed with Wilson's 30c. Book Ink.

# THE IRON AGE

**A Review of the Hardware, Iron and Metal Trades, Published Weekly, Semi-Monthly and Monthly.**

Established 1855 under the name of *The Hardware Man's Newspaper*, changed in 1889 to *The Iron Age*, it is the oldest publication in the world devoted to the Metal Trades and Industries. Its circulation is more than double that of any other journal of its class in the world.

In the field which *The Iron Age* occupied thirty-five years ago, it has been steadily growing in favor from year to year, and is to-day practically without competition. The same energy, liberality and skill that have placed it in the front rank of trade journalism will be employed more freely than ever to maintain and advance the position it has gained.

**Weekly, United States and British America, \$4.50 a year; Other Countries, \$5.00**

**Semi-Monthly, " " " " 2.30 " " " 2.50**

**Monthly, " " " " 1.15 " " " 1.25**

---

## THE METAL WORKER

**A Weekly Journal of the Stove, Tin, Roofing, Cornice, Plumbing and House-Heating Trades.**

The Contents of its Reading and Advertising Columns are varied and interesting, and will be found of value not only to the Worker in Sheet Metal, but also to the Dealer and Manufacturer. All kinds of Sheet Metal Work, together with New Machinery and Tools used by the Tinner, Roofer, Cornice Worker, Plumber, Steam and Gas Fitter, and kindred trades, illustrated and described.

**United States and British America, \$2 a Year; Other Countries, \$3.**

---

## CARPENTRY and BUILDING

**An Illustrated Monthly Magazine, Devoted to all Branches of the Wood-Working and Building Trades.**

The Subjects discussed include Carpentry and Joinery, Framing and Construction, Masonry and Plastering, Roofs and Cornices, Heating and Ventilation, Plumbing, Cabinet Work, Painting and Decoration, Architectural Design and Drafting.

**United States and British America, \$1 a Year; Other Countries, \$1.25.**

NEWSDEALERS OR BOOKSELLERS in any part of the world may obtain the above publications through The American News Company, New York, U. S. A.; The International News Company, New York, U. S. A., and London, England; or The San Francisco News Company, San Francisco, Cal., U. S. A.

Remittances should be made by draft, payable to the order of DAVID WILLIAMS or any banking house in the United States or Europe, or by Post-Office Money Order on New York. When these cannot be obtained, postage-stamps of any country will be received.

**DAVID WILLIAMS, Publisher.**

---

### OFFICES:

**NEW YORK—JOHN S. KING, General Manager, 66 and 68 Duane Street.**

**CHICAGO—J. K. HANES, Manager, 59 Dearborn Street.**

**PHILADELPHIA—THOMAS HOBSON, Manager, 220 South Fourth Street.**

**PITTSBURGH—ROBERT A. WALKER, Manager, Room 511, Hamilton B'ld'g.**

**CINCINNATI—HENRY SMITH, Manager, S. E. cor. Fourth and Main Streets.**

**ST. LOUIS—H. H. ROBERTS, Manager, 214 North Sixth Street.**

**BOSTON—WALTER C. ENGLISH, Manager, 149 Congress Street.**

**CHATTANOOGA—S. B. LOWE, Manager, 9th and Carter Streets.**

# AT LIBERTY !

On and after January 1st., there will be at liberty  
and

## Open to Engagement

a thoroughly experienced and well-schooled

## Advertising Expert

Whose extensive knowledge of the values and science of advertising, and of the circulations, rates, and (lack of) business methods (?) of newspapers, amply fit him to take charge of the advertising department of any concern in the United States.

Has had many years training with newspapers of considerable prominence, in the capacity of advertising manager and solicitor—with leading Newspaper Advertising Agencies as solicitor, and estimate clerk, and with advertisers as expert and manager of advertising department.

Is naturally gifted in the art of designing, writing, and conducting the execution of advertisements.

Can furnish an estimate on the cost of inserting a specified advertisement in a stipulated list of newspapers as quickly as any man in the United States.

Well known to all prominent general newspaper advertisers, advertising agents, and the business managers of newspapers in the United States and Canada.

Being familiar with the circulation of most newspapers, the rates accepted by and the peculiarities and business eccentricities of the publishers thereof : is in a position to place advertising at as low a rate as any man in the country.

Would accept position of advertising manager of reputable newspaper, manager advertising department for responsible house, or would travel for or make himself otherwise useful to first-class Advertising Agency.

Can render valuable services to those in need.

Unquestionable references available.

## Liberal Salary Imperative.

Address,

H. B. W.,  
Care **PRINTERS' INK,**  
10 Spruce St., New York.

---

# Our Country Home

PUBLISHED MONTHLY,

At 88 FULTON ST., NEW YORK CITY, N. Y.

## A Progressive Agricultural Journal,

Comprising Twenty Pages of Interesting, Instructive and  
Practical Matter for the Farmer and his Family.

### CIRCULATION

## Over 100,000 Copies

MONTHLY.

---

We will accept business from any responsible advertiser, or  
advertising agency, subject to proof of a circulation of over  
100,000 copies monthly, or make no charge. Receipts of the  
N. Y. Post Office to be our proof.

*Write at once for Sample Copy.*

---

### ADVERTISING RATES.

Ordinary advertisements, 60 cents per agate line. Reading Notices, \$1.00 per count line.

#### DISCOUNTS.

3 months.....	5 per cent.
6 months.....	10 per cent.
12 months.....	15 per cent.

#### SPACE DISCOUNTS.

On a single advertisement measuring (or, if a reading notice, counting) 100 lines, 5 per cent.  
On a single advertisement measuring (or, if a reading notice, counting) 300 lines, 10 per cent.  
On a single advertisement measuring (or, if a reading notice, counting) 500 lines, 15 per cent.

---





## THE EVENING WISCONSIN BUILDING.

### Advertising Rates—The Evening Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$1.40	\$14.00	\$120.00
2	2.80	28.00	240.00
3	4.20	42.00	360.00
4	5.60	56.00	480.00

### Advertising Rates—The Weekly Wisconsin.

Inches.	One Time.	One Month.	Twelve Months.
1	\$2.10	\$7.84	\$70.00
2	4.20	15.68	140.00
3	6.30	23.52	210.00
4	8.40	31.36	280.00

Every other day, 20 per cent. more than one-half the above rates.

Next to reading matter, 12½ per cent. extra.

Top of column, 12½ per cent. extra.

Top of column and next to reading, 25 per cent. extra.

Reading notices: Daily, 30 cents per line; Weekly, 50 cents per line.

Wants, For Sale and other classified ads., 5 cents per line.

Largest circulation in the State, both Daily and Weekly, 15,000 and 25,000.

Population of Milwaukee, 225,000.

**Cramer, Aikens & Cramer.**  
MILWAUKEE, WIS.



**THE NEW BLACK!**

**THE NEW BLACK!**

**THE NEW BLACK!**

**Wilson's Raven Black**

This is a NEW black for bookwork and fine Commercial Printing.

**DOES NOT SKIN.**

(Printers appreciate what a saving this means.)

Can be exposed a week or more without injury.

Does not harden on rollers.

Does not dry on the disk.

Free flowing in fountain.

Can be used on all classes of paper: dries quickly when worked.

**DOES NOT OFFSET!!**

**IS BRILLIANT!!**

There is no waste. Every speck of it can be used.

SAMPLE PACKAGE, 1 lb., ONE DOLLAR.

Delivered Free at any point in the United States.

Address (enclosing price):

**W. D. WILSON PRINTING INK CO.**

(Limited),

140 William St., New York.

**STEREOTYPING !  
SIMPLIFIED  
AND  
CHEAPENED.**

**Combination of the Furnace  
and the Casting-Box by the  
use of Hot Water for  
Mould-Drying.**

**Dispensing Altogether With the Use of  
Steam, Gas, Gasoline, Coal-Oil, &c.**

By this combination it will be seen that the most desirable result possible is obtained, and without any additional expense or trouble whatever. And there is nothing to get out of order. The bottom of the casting-box and mould-drying apparatus is a hollow chest on wheels, and is simply filled with water through a small Funnel-Reservoir attached; and in the drying process it is, on its railroad frame, easily run over the top of the metal pot of the Furnace, and the same heat that is used in the melting of the metal, answers every purpose for the mould-drying process. The hot water in the hollow chest of the casting-box thus equalizes the heat under the form being moulded and dried, and it is impossible to secure over-heat or any injurious effects. Other late valuable patented improvements furnished in connection with the outfit. Send for Descriptive Circulars.

**M. J. HUGHES,**

**Inventor and M'r Stereotype Outfits  
and Conical Screw Quoins,  
18 Spruce St., New York.**

**The Central Baptist,**

**ST. LOUIS and KANSAS CITY,**

The oldest and the leading Baptist newspaper west of the Mississippi River, has an intelligent, appreciative, prosperous and progressive constituency, whose response to advertisements is uniformly satisfactory.

**PRINTERS' INK.**

*A JOURNAL FOR ADVERTISERS.*

Is issued weekly, and is the representative journal—the trade journal of American advertisers. It indicates to the inexperienced advertiser how, when, and where he should advertise; how to write an advertisement; how to display one; what newspapers to use; how much money to expend—in fact, discourses on every point that admits of profitable discussion. Advertising is an art practiced by many but understood by few. The conductors of **PRINTERS' INK** understand it, and their advice is based on an experience of more than twenty-five years in placing advertising contracts for many of the largest and most successful advertisers. A year's subscription costs but two dollars; sample copies free.

Address:—



**GEO. F. ROWELL & CO.,**  
Newspaper Advertising Bureau,  
50 Spruce St., New York.

Remarkable **THE SPORTING LIFE**, Something to  
Tribute to be proud of.

**Its Wonderful Qualities as an Advertising Medium  
Highly Endorsed—Testimonials that Speak for  
Themselves and Mean Volumes—Letters  
Worthy of Perusal and Consider-  
ation by Every Advertiser.**

**WALDO M. CLAFLIN,**  
831 Chestnut St., Philadelphia, Pa.

GENTLEMEN: I advertised in your paper simply to get rid of your Mr. Dayton's daily visits to my office. When I paid the bills month after month I felt that I was throwing away the money. Later on orders began to come from very far away points—letters commencing: "Having read your ad. in THE SPORTING LIFE," etc. Then my feelings changed. Suffice it to say, the present finds me in the humiliating position of confessing that your paper is invaluable to my interests. Very truly,  
WALDO M. CLAFLIN.  
To SPORTING LIFE Publishing Co., Phila.

**ANDREW GRAFF,**  
281 Court Street.

BROOKLYN, N. Y., Oct. 23, 1889.—Publishers SPORTING LIFE. Dear Sirs:—In answer to your request, I repeat what I told you personally at my office that I have found THE SPORTING LIFE the best medium for advertising of all lines of sporting goods, it having brought me more business than any other sporting journal in the country, and I would advise all dealers to try the experiment.  
Yours respectfully,  
ANDREW GRAFF.

**H. H. KIFFE,**  
318 Fulton Street.

BROOKLYN, N. Y., Oct. 21, 1889.—THE SPORTING LIFE Publishing Co. Gents:—In reply to your favor would say that the reason I advertise in your paper is that I think it the best and cheapest medium for advertising.  
Yours, &c.,  
H. H. KIFFE.

**F. W. SAMUELS,**  
9 South Meridian Street.

INDIANAPOLIS, Ind., Oct. 26, 1889.—Editor SPORTING LIFE—I am agreeably surprised at the large circulation of THE SPORTING LIFE. It seems, by the returns received, that my advertisement has been read in every city, town, village and cross road. Truly, THE SPORTING LIFE is a great advertising medium.  
Yours truly,  
"Cyrenus; or, The Umpire's Revenge,"  
F. W. SAMUELS.

**A. J. REACH & CO.,**  
1022 Market Street.

PHILADELPHIA, Nov. 8, 1889.—SPORTING LIFE Publishing Co. Gentlemen:—It is with pleasure that I can bear testimony as to the value of using the columns of THE SPORTING LIFE for advertising. We commenced with your first number, and hope to continue, as we find it without question one of our most valuable mediums. Very truly yours,  
A. J. REACH.

Both our reading and advertising columns are as clean as any religious newspaper published. Advertisements of doubtful character not inserted at any price. Our rates are fixed and final. No deviation. Guaranteed circulation of over 40,000 copies each issue.

**OUR ONLY AND LOWEST ADVERTISING RATES:**

One	Insertion, 20c. per Nonpareil line, each insertion.				
25	Consecutive "	17	1-2c.	"	"
50	"	15	c.	"	"

**THE SPORTING LIFE PUBLISHING CO.,**  
34 SOUTH THIRD ST., PHILADELPHIA, PA.

**J. D. SHIBE & CO.,**

223 North Eighth Street.

PHILADELPHIA, Oct. 24, 1889.—SPORTING LIFE Publishing Co. Gentlemen:—We take pleasure in saying that we have found THE SPORTING LIFE a valuable advertising medium. Have received orders from all parts of the country, and shall certainly renew our contract.  
Yours, etc.,  
J. D. SHIBE & CO.

**JOHN CREAHAN,**  
Continental Hotel.

PHILADELPHIA, Oct. 17, 1889.—During the past six or seven years I have advertised regularly in THE SPORTING LIFE. The result has been more than satisfactory. I regard THE SPORTING LIFE as one of the best advertising mediums in the country.  
Yours, etc.,  
JOHN CREAHAN.

**A. G. SPALDING & BROS.,**  
Chicago, New York, Phila., London.

NEW YORK, Oct. 31, 1889.—THE SPORTING LIFE Publishing Co., Philadelphia, Pa. Gentlemen:—In response to your letter of this date, inquiring as to whether we wish to renew our advertising contract with you, would say that we do—most emphatically. We have spent considerable money in your medium during the past year, as you well know, and yet we do not think we have invested any money in advertising during the past year that has repaid us any better. We have always considered your paper one of the best mediums in the country, and our experience for the past year has only strengthened that belief. Yours truly,  
A. G. SPALDING & BROS.  
By G. W. CURTIS, Manager.

**KEEFE & BECANNON,**  
157 Broadway.

NEW YORK, Oct. 25, 1889.—SPORTING LIFE Publishing Co. Gentlemen:—Allow us to attest our appreciation of your paper as an advertising medium. We are perfectly satisfied with the results of our ad, and consider that we have been amply repaid for our outlay.  
Yours, truly,  
KEEFE & BECANNON.

**H. J. BERGMAN,**  
1092 Arch Street.

PHILADELPHIA, Nov. 5, 1889.—THE SPORTING LIFE. Gentlemen:—I am well pleased with the result of my advertisement in THE SPORTING LIFE. I am receiving applications and orders from all parts of the country, even from distant parts where I do not care to sell my goods. It is the only paper I have advertised in where I can ascribe certain orders direct to an advertisement. My card appeared in the first number, has ever since, and I expect to continue. Yours truly,  
H. J. BERGMAN.



## ADVERTISEMENTS DESIGNED.

If you want an effective advertisement designed send to me. If you want it to occupy space of an inch send \$5.00; if you want it to occupy three inches send \$10.00. If the first design don't suit you I will make another without extra charge.

I made the designs for the advertisements which are printed above. Some of them are not very good, but the advertiser seems to like them. Address F. C. RINGER, P. O. Box 672, New York.

I refer, by permission, to Messrs. GEO. P. ROWELL & CO.

Look in your Mail for a sample copy of The  
Evansville Courier. If you don't receive it soon  
write for it. Examine it carefully.

Evansville, Ind., Population 60,000—Ten Railroads  
and the Ohio River.

THE

# Evansville Courier

(Daily, Weekly and Sunday,)

Reaches the people of the city and surrounding towns and villages, and is

## The Best Medium for Advertisers.

Evansville is improving very rapidly, as the following list of new enterprises and buildings, started last year, will show :

Court House, at cost of.....	\$500,000 00
Marine Hospital, at a cost of.....	100,000 00
Y. M. C. A. Building, at a cost of.....	50,000 00
Business Men's Association Building, at a cost of.....	300,000 00
L. & N. R. R. Shops, 10 in number, at a cost of.....	250,000 00
Cotton Mills, at a cost of.....	250,000 00
Dummy Line R. R. Co., at a cost of.....	150,000 00
Ohio Valley Terminal R. R. Co., at a cost of.....	150,000 00
Evansville & Richmond R. R. Co., at a cost of.....	1,000,000 00
Evansville Cold Storage and Ice Co., at a cost of.....	100,000 00
Mackey Block, at a cost of .....	100,000 00
Three large School Buildings, at a cost of .....	35,000 00
Heilman Plow Works, at a cost of.....	25,000 00
Chas. Schulte's Edge Tool Works, at a cost of.....	30,000 00
Clemence Reitz large Saw Mill, at a cost of.....	25,000 00
Mackey, Nisbet & Co., at a cost of.....	100,000 00
Egg Carrier Co., at a cost of.....	20,000 00
Tennessee Range Co., at a cost of.....	100,000 00

The location of these enterprises has secured an increase of more than 2,000 mechanics, the majority being skilled laborers, which will materially assist to build up our city.

If you desire to reach the people of Southern Indiana, Kentucky and Illinois correspond with

### THE COURIER CO.,

Publishers Daily, Weekly and Sunday Courier,

EVANSVILLE, INDIANA.



**OMAHA BEE, Omaha, Neb.**

Daily, 19,000; Sunday, 21,000; Weekly, 40,000

**PIONEER PRESS, St. Paul, Minn.**

Daily, 22,000; Sunday, 25,000; Weekly, 16,000

**BOSTON HERALD, Boston.**

Daily, 133,000; Sunday, 105,000

**TOLEDO BLADE, Toledo, Ohio.**

Daily, 12,000; Weekly, 110,000

**DEMOCRAT and CHRONICLE, Rochester.**

Daily, 15,250; Sunday, 15,000; Weekly, 10,000

**KANSAS CITY STAR, Kansas City, Mo.**

Daily, 34,000

**INDIANAPOLIS NEWS, Indianapolis, Ind.**

Daily, 22,000

**A. FRANK RICHARDSON,**

SPECIAL AGENT,

13, 14 & 15 Tribune Building, N. Y.

— WE TRY —  
**To Conduct the Business**  
 OF OUR  
**Newspaper**  
**Advertising Bureau**

in such a manner that every publisher shall be glad to receive our orders for advertising, at the lowest price which he is willing to accept from any one; and at the same time be willing to allow our patrons every concession which can under any circumstances be permitted in the matter of choice position or editorial mention. GEO. P. ROWELL & Co., 10 Spruce St., N. Y.

**American**  
**Newspaper**  
**Directory**

FOR

1889

TWENTY-FIRST ANNUAL VOLUME.

Fifteen Hundred and Thirty-Six Pages.

PRICE, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the names of all papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable tables and classifications.

Sent to any address on receipt of price, by  
 GEO. P. ROWELL & CO., Publishers,  
 (Newspaper Advertising Bureau),  
 10 Spruce St., New York.

A FREE copy of the AMERICAN NEWSPAPER DIRECTORY will be sent, Carriage Paid, to any person who is a patron of Geo. P. ROWELL & Co.'s Advertising Bureau, to the amount of Fifty Dollars.

## WE HAVE JUST ISSUED

A NEW EDITION OF OUR BOOK  
CALLED

**Newspaper**  
**Advertising.**

It has 232 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

STATE COMBINATIONS OF DAILY and Weekly Newspapers, in which advertisements are inserted at half price.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING: (For Experimentors.)

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

CLASS JOURNALS, an extensive catalogue of the very best.

6,632 VILLAGE

NEWSPAPERS, in

which advertisements

are inserted for \$46.85

a line and appear in

the whole lot—one

half of all the American

Weeklies.

Book sent to any address for **Thirty Cents.**

Address GEO. P. ROWELL & Co., New York.



**SEND THE CASH**  
**And Say What You . . . .**  
**. . . . Want to Accomplish,**

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.



**CONSIDER THIS.**

FROM

**The Religious Press Association,  
PHILADELPHIA, PA.**

**WE CLAIM** there is no better field for the general advertiser than among the readers of religious papers.

**We claim** that people who waste time and money do not subscribe for religious papers. Their readers work, earn money, have homes, spend money for their families, and are the people whom advertisers want to reach.

**We claim** to put advertisers in the way of reaching them cheaply, easily and well.

**We claim** that no general advertiser can be well served in our field unless these papers are on his list.

**We claim** for the papers high character and position in their denominations, and guarantee their circulation.

**We claim** to give every advertiser full knowledge of what he buys in our papers.

**We claim** to charge a fixed price, don't deviate from it, it is low for papers of such high grade.

**We claim** that Agents who turn business from our papers to other less valuable papers because they pay higher commissions, are not just to advertisers.

**If you recognize** these as correct business principles, we shall be pleased to have you put our papers on your lists, and include them in orders whenever your interests will permit.

**THESE ARE THE PAPERS**—Leading Religious Weekly Home Journals  
which every week visit

# Over 240,000 Homes

**The Sunday School Times.**

**PHILADELPHIA.**

The Presbyterian.  
The Lutheran Observer.  
The National Baptist.  
The Christian Standard.  
The Presbyterian Journal.  
The Reformed Church Messenger.  
The Episcopal Recorder.  
The Christian Instructor.  
The Christian Statesman.  
The Christian Recorder.  
The Lutheran.

**BALTIMORE.**

The Baltimore Baptist.  
The Episcopal Methodist.  
The Presbyterian Observer.

## For General Circulation

*Use The Sunday School Times and the two Lists.*

## For Local Circulation

*Centered about Philadelphia and Baltimore Use the two Lists.*

Taken all together they give more and better service, without duplication, and at less cost than can be had in any other selection of religious papers.

*For full particulars about advertising in these papers address any responsible advertising agency, or write direct to*

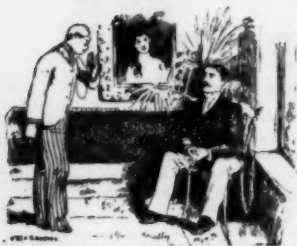
**THE RELIGIOUS PRESS ASSOCIATION,**

1001 Chestnut Street,

(Mutual Life Building),

PHILADELPHIA, PA.

## Miscellanies.



Van Goslett: Say, Wogers, what cahn a do to pweent my twousers from bagging?

Rogers: Take a dose of Rough on Rats. That will stiffen your knees and you won't die in the house.—*Time*.

The great question now is, "Should clergymen use tobacco?" We think not. The clergy is absolutely overworked testing and testimonializing patent medicines. We shouldn't expect too much, even of the clergy.—*Boston Transcript*.

Publisher—I wish you would write us a good sea story.

Great Author—But I have never been to sea.

"I know it. I want a sea story that people can understand."—*New York Weekly*.

Patron (in a newspaper counting-room)—I want to advertise for a first-class pearl setter. What will it cost?

Advertising Clerk—Seventy cents, and ten cents extra for the cut.

Patron—What cut?

Clerk—Why, the dog, you know. We always begin an advertisement for a setter with a dog.—*Jeweler's Weekly*.

Grimsby—That man, Danks, gets more matter accepted by the newspapers and magazines than any other person of my acquaintance.

Danks—Is that so? He doesn't look like a literary fellow.

Grimsby—He isn't; he is an advertising agent.—*Boston Post*.

When I think of the towel, the old-fashioned towel, that used to hang up by the printing-house door, I think that nobody in these days of shoddy can hammer out iron to wear as it wore. The tramp who abused it, the devil who used it, the comp. who got at it, when these two were gone; the make-up and foreman, the editor, poor man, each rubbed some grime off while they put a heap on. In, over, and under, 'twas blacker than thunder, 'twas harder than poverty, rougher than sin; from the roller suspended, it never was bended, and it flapped on the wall like a banner of tin. It grew thicker and rougher, and harder and tougher, and daily put on a more inkier hue, until one windy morning, without any warning, it fell to the floor and was broken in two.—*Bob Burdette*.

Oh! the clothes press is a swell affair for garments nice and neat, the hay press is a grand machine and does its work complete, the cider press is lovely, with its juices rich and sweet, but the printing press controls the world and gets there with both feet.—*Unidentified*.

Friend—(to Editor)—who is putting up for the new literary weekly?

Editor—A friend of mine, and he's got lots of money.

Friend—What particular long-felt want does the paper fill?

Editor—While it lasts it will give me plenty of bread with nice thick butter.—*Epoch*.

If a compositor asks for more money before pay day it is a sign he hasn't been on the paper quite one week. It is also a sign that he won't be on it another week. If the pressman asks the typo for a dollar it is a sure sign that the comp hasn't a cent. When a foreman finds a handful of pi in with his quoin, and picks up a side stick and starts down the room, making loud remarks, it is a sign he is going to the devil.—*Chicago Telegram*.

Editor—We can't accept this sketch; it isn't true to life—it represents a messenger boy running.

Artist—But he isn't carrying a message.

Editor—Isn't he?

Artist—No; he's running to a fire.

Editor—Well, that alters the case. Put in the fire and we'll accept it.—*Yankee Blade*.

Miss Ritta—Aren't you fond of dialect poetry, Mr. Drestbeeph?

Mr. Drestbeeph (of the Chicago Browning Society)—Well, James Whitcomb Riley and Eugene Field do very well; but I came across some poems by a fellow named Chaucer the other day, and he carries it too far.—*Life*.

We apologize for all mistakes made in all former issues, and say they were inexcusable, as all an editor has to do is to hunt news, and clean the rollers and set type and sweep the floor and pen short items and fold papers and write wrappers and make the paste and fold the papers and talk to visitors and distribute type and carry water and saw wood and read the proofs and correct the mistakes and hunt the shears to write editorials, and dodge the bills and dun delinquents and take cussings from the whole force and tell our subscribers that we need money. We say we have no business to make mistakes while attending to these little matters and getting our living on gopher-tail soup flavored with imagination, and wearing old shoes and no collar and a patch on our pants, obliged to turn a smiling countenance to the man who tells us our paper isn't worth \$1 a year anyhow and that he could make a better one with his eyes shut.—*Sauk Rapids Sentinel*.

"Oh, while the lamp holds out to burn,  
The vilest sinner may return;

Regard thy soul and save it!"

"Alas!" exclaimed the wight outside,

"That blessing is to me denied;

For I'm the villain who supplied

The circulation certified

And daily affidavit."

—*Lippincott's*.